



WELCOME TO TORRANCE... Foam Rubber City held an official opening Monday at their new location, 18308 Hawthorne Ave. Pictured cutting ribbon are Albert Isen, Torrance Mayor; Roy Lillienfeld and Harry Bien, vice president of the concern; and Mike Connors, television star (Herald Photo)

Furniture Store Offers Homemakers Some Advice

Now that the second house has joined the second car in the American scheme of things, it's time to revise our notion of how that house should be furnished.

Most of us have been employing a grab-bag technique; anything not quite ready for the attic or garage went to furnish the summer or week-end house... including broken tables, chairs without arms, sagging sofas. Or perhaps you are one of those still convinced money is saved by refinishing, rebuilding and resetting roadside antique "bargains."

But there are new and more practical schemes for furnishing that second home, making it a delight for those who appreciate carefree but tasteful surroundings.

THE ADVICE comes from Harvey Bien, executive vice president of Foam Rubber City of California, national furniture firm which opened its fourth retail showroom in Torrance this week. His company has designed a line of moderately priced furniture ideally suited for the "second" home, which is available at its new unit as well as Beverly Hills, Van Nuys and Whittier showrooms.

He points out, for example, that easy cleaning and low-budget replacement can be combined with comfortable, versatile furniture for your weekend or summer hideaway.

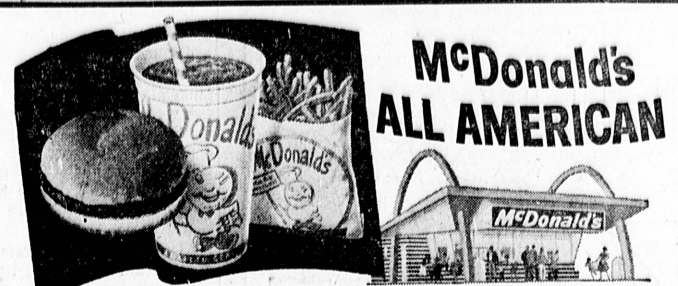
He suggests contemporary Danish styling where walnut-finished sofas, chairs and benches feature zippered upholstery covers for easy cleaning and replacement, and where uncluttered design lines take the same units from bedroom to living room or study with equal ease.

"**OUR LINE,**" Bien points out, "is interchangeable, coordinated. A chest can do double duty as a server; tables can stand against walls or in the middle of a room."

Another suggestion from this veteran of the furniture business is to look for furniture construction to withstand tough vacation-time treatment. He points to the polyurethane cushioning employed by Foam Rubber City as a material which is climate-proof and withstands damp seaside air without mildewing or warping. The wood withstands desert air without cracking or splitting and can be easily refinished to remove traces of burns or scratches.

RESULT OF BIEN'S "ideal way to furnish a summer home" is a place furnished appealingly, probably with less initial investment than a hodge-podge of antiques and attic remnants would demand and with easy maintenance.

JULY 20, 1961 THE TORRANCE HERALD



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PV Players Hold Awards Presentation

Palos Verdes Country Club was the scene of a gala evening last Friday when the Palos Verdes Players held their traditional awards banquet. Television star Robert Foulk as master of ceremonies made the presentation of nine golden statuettes called VIPS (Very Important Players) to the winners.

Margaret Middleton's delightful performance as Kate in "Pleasure of His Company" won the coveted Best Actress award. Best Actor was Pat Schiffman as the suave rascal, Sebastian, in "Nude with Violin." In the other categories, winners were: supporting actress, Virginia Taylor as Jessica in "Pleasure of His Company"; supporting actor, Paul Moore as Captain Treleven in "Flight Into Danger"; and character actress, June Howless as the flamboyant Cherry Mae in "Nude with Violin." Outgoing President George Tremble capped the character actor honors for the third time as Savage in "Pleasure of His Company."

There were special awards, too. Dick Jordahl of Torrance proved that it pays to work backstage when he was rewarded for his efforts with the Production statuette. The Narbonne Thespian trophy was presented to Shelley Maurice by drama coach, Mrs. Lisbeth

Ludwig, and the Most Valuable Junior Player award went to Phil Wing. New officers installed for the 1961-62 season are Helen Sowell, president; Marjorie Carlson, vice-president; Betty Elliott, secretary; Bill Redd, treasurer; and Paul Moore, business manager.

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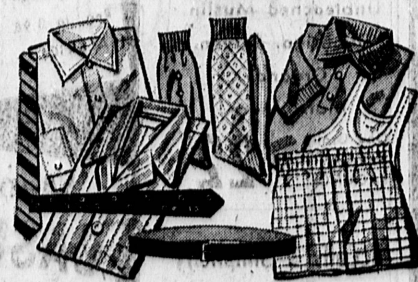
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